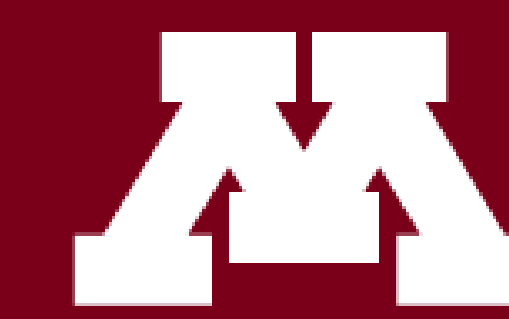


Tourism in County Level Planning and Policy Documents

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EXTENSION

INTRODUCTION

Tourism and recreation are not always explicitly named or framed in comprehensive plans. In these instances, the language around tourism and recreation can either facilitate or hinder their development.

A number of tourism studies used Community Capitals Framework (CCF), a widely accepted framework of analysis in rural community development, to examine the relationship between community capitals and tourism development.

PROJECT PURPOSE

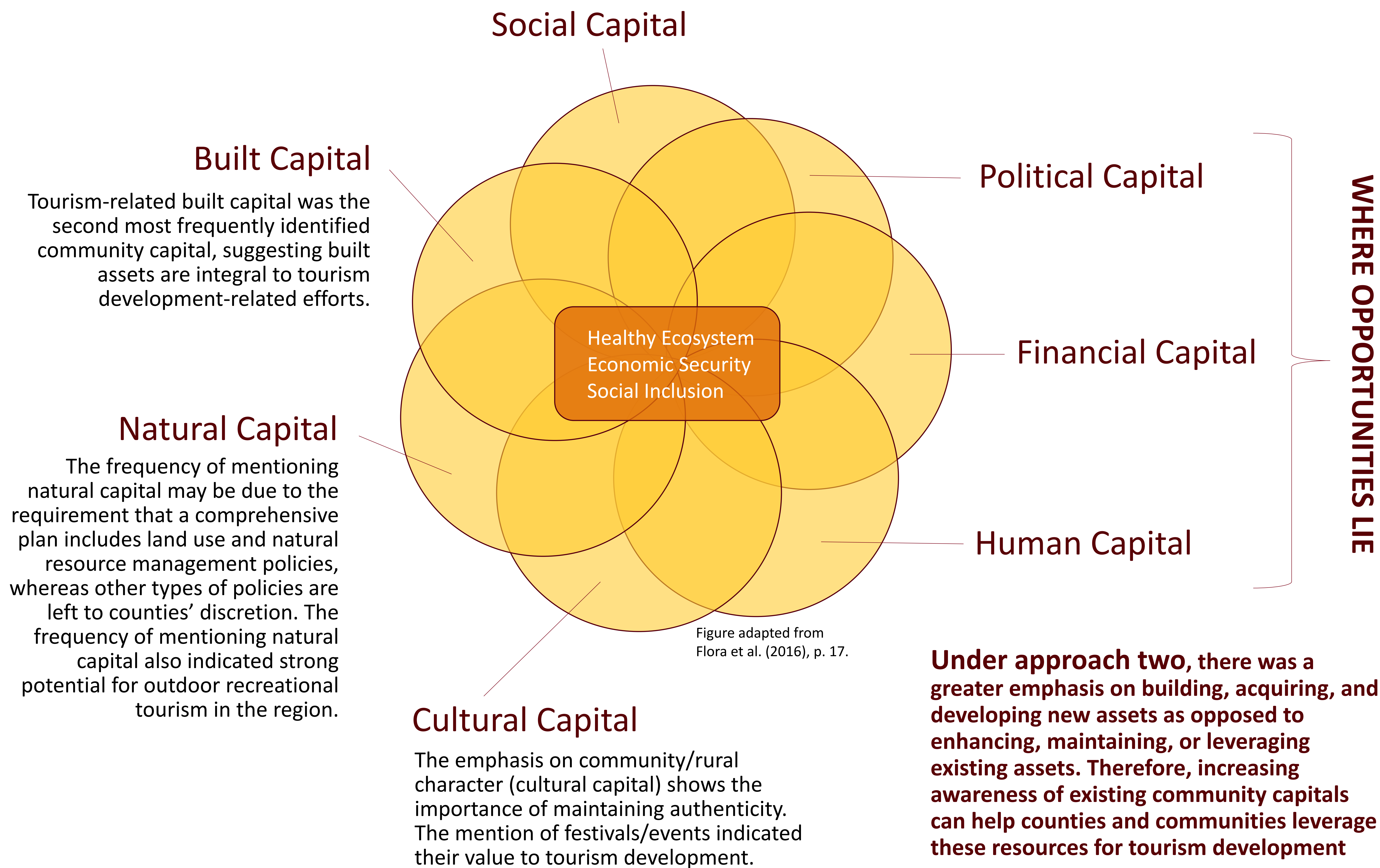
- ✓ Use CCF to examine language in current county-level comprehensive plans within the Central region of Minnesota.
- ✓ Identify opportunities to modify the language to aid communities in purposeful tourism development planning and funding.

METHOD

Directed content analysis (Hsieh & Shannon, 2005) was used to analyze the 10 comprehensive plans. Each type of community capital was assigned a category. Three different approaches towards a capital emerged:

- Approach one: “Critical capital”—preserving or developing a capital critical to tourism
- Approach two: “Capital commitment”—devoting a capital to develop tourism
- Approach three: “Importance recognition”—recognizing the importance of tourism when identifying a capital

RESULTS AND IMPLICATIONS



CONCLUSION

It is important to link different types of capitals explicitly to tourism development in order to use the comprehensive plan as a tool to leverage resources.

Applying the CCF to policy documents has the potential to build understanding of and identify opportunities for future tourism development.

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